

## ORDER



**Orders**  
**Order / Rev:** 46973  
**Alt Order #:** 9781970 /bRAD  
**Product Desc:** AMER FOR PROSPERITY  
**Estimate:** 475  
**Flight Dates:** 08/08/12 - 08/14/12  
**Original Date / Rev:** 08/02/12 / 08/07/12  
**Order Type:** GENERAL

## WHP-TV CBS21

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans for Prosperity  
**Demographic:** A50+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	54	\$23,975.00	\$20,378.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	54	\$23,975.00	\$20,378.75	0.00
<b>Totals</b>	<b>54</b>	<b>\$23,975.00</b>	<b>\$20,378.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WHP-TV CBS21	27%	\$23,975.00
Market	100%	\$88,796.30

## Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$46,174.07
WHTM	10%	\$8,879.63
WLYH	0%	\$0.00
WPMT	11%	\$9,767.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	08/08/12	08/10/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3				\$200.00		0.00			
E 2	WHP	08/08/12	08/10/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--WTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3				\$200.00		0.00			
E 3	WHP	08/08/12	08/10/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--		3				\$250.00		0.00			

Order / Rev: 46973  
Alt Order #: 9781970 /bRAD  
Flight Dates: 08/08/12 - 08/14/12

Advertiser: Americans for Prosperity  
Product Desc: AMER FOR PROSPERITY  
Estimate: 475

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WHP	08/08/12	08/10/12	CBS Evening News CBS Evening News	CM	630p-7p	--W-F--	:30	2	\$650.00	P-1	0.00	NM	6	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	--W-F--		2		\$650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	08/06/12-08/12/12		CBS Evening News		630p-7p	--W-F----	:30		<del>(\$650.00)</del>		0.00	NM		
	See MG 4.3,4.4,4.5,4.6,4.7 [No Avail]														
3	WHP	08/11/12-08/11/12		CBS This Morning Saturday			-----Sa--	:30		\$125.00		0.00	NM		
	Ⓜ MG for 4.1 08/08 [Approved by Buyer]														
4	WHP	08/11/12-08/11/12		CBS This Morning Saturday			-----Sa--	:30		\$125.00		0.00	NM		
	Ⓜ MG for 4.1 08/08 [Approved by Buyer]														
5	WHP	08/09/12-08/10/12		M-F 6a-7a News			---ThF----	:30		\$150.00		0.00	NM		
	Ⓜ MG for 4.1 08/08 [Approved by Buyer]														
6	WHP	08/09/12-08/10/12		M-F 6a-7a News			---ThF----	:30		\$150.00		0.00	NM		
	Ⓜ MG for 4.1 08/08 [Approved by Buyer]														
7	WHP	08/09/12-08/10/12		CBS This Morning			---ThF----	:30		\$100.00		0.00	NM		
	Ⓜ MG for 4.1 08/08 [Approved by Buyer]														
E 5	WHP	08/08/12	08/10/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--WTF--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	--WTF--		3		\$950.00		0.00					
E 6	WHP	08/08/12	08/10/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--W-F--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	--W-F--		3		\$1,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	08/06/12-08/12/12		M-F 730p-8p		730p-8p	--WThF----	:30		<del>(\$1,000.00)</del>		0.00	NM		
	See MG 6.4 [Program Change]														
4	WHP	08/08/12-08/10/12		M-F 730p-8p		730p-8p	--W-F----	:30		\$1,000.00		0.00	NM		
	Ⓜ MG for 6.2 08/09 [MG within Flight]														
E 7	WHP	08/08/12	08/10/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	--WTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	--WTF--		3		\$300.00		0.00					
E 8	WHP	08/10/12	08/10/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	----F--		1		\$1,250.00		0.00					
E 9	WHP	08/11/12	08/11/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S-		3		\$250.00		0.00					
E 10	WHP	08/11/12	08/11/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S-		1		\$250.00		0.00					
E 11	WHP	08/11/12	08/11/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	-----S-		1		\$500.00		0.00					
E 12	WHP	08/11/12	08/11/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00

Order / Rev: 46973  
Alt Order #: 9781970 /bRAD  
Flight Dates: 08/08/12 - 08/14/12

Advertiser: Americans for Prosperity  
Product Desc: AMER FOR PROSPERITY  
Estimate: 475

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WHP	08/11/12	08/11/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1				\$175.00		0.00			
E 13	WHP	08/11/12	08/12/12	Sa-Su Eve News CBS 21 News Weekend	CM	6p-630p	-----SS	:30	2	\$150.00	P-1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----SS		2				\$150.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WHP	08/06/12-08/12/12	Sa-Su Eve News See MG 13.3,13.4,13.5 [Program Change]		6p-630p	-----SaSu	:30		<del>(\$150.00)</del>		0.00	NM		
	2	WHP	08/06/12-08/12/12	Sa-Su Eve News See MG 13.3,13.4,13.5 [Program Change]		6p-630p	-----SaSu	:30		<del>(\$150.00)</del>		0.00	NM		
	3	WHP	08/08/12-08/10/12	CBS This Morning Ⓜ MG for 13.1,13.2 [MG within Flight]			--WThF----	:30		\$100.00		0.00	NM		
	4	WHP	08/08/12-08/10/12	CBS This Morning Ⓜ MG for 13.1,13.2 [MG within Flight]			--WThF----	:30		\$100.00		0.00	NM		
	5	WHP	08/08/12-08/10/12	CBS This Morning Ⓜ MG for 13.1,13.2 [MG within Flight]			--WThF----	:30		\$100.00		0.00	NM		
E 14	WHP	08/12/12	08/12/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		2				\$300.00		0.00			
E 15	WHP	08/12/12	08/12/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$225.00		0.00			
E 16	WHP	08/12/12	08/12/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$1,650.00		0.00			
E 17	WHP	08/12/12	08/12/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$175.00		0.00			
E 18	WHP	08/13/12	08/14/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$200.00		0.00			
E 19	WHP	08/13/12	08/14/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$200.00		0.00			
E 20	WHP	08/13/12	08/14/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MT-----	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$250.00		0.00			
E 21	WHP	08/13/12	08/13/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----		1				\$650.00		0.00			
E 22	WHP	08/13/12	08/14/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MT-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$950.00		0.00			

Order / Rev: 46973  
 Alt Order #: 9781970 /bRAD  
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Americans for Prosperity  
 Product Desc: AMER FOR PROSPERITY  
 Estimate: 475

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	WHP	08/13/12	08/14/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MT-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
E 23	WHP	08/13/12	08/14/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$1,000.00		0.00						
E 24	WHP	08/13/12	08/14/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MT-----	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	MT-----	2		\$300.00		0.00						
E 25	WHP	08/09/12	08/09/12	NFL PRS Game Steelers NFL PRS Game Steelers	CM	Various	---T---	:30	1	\$1,150.00	P-1	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	---T---	1		\$1,150.00		0.00						
N 26	WHP	08/11/12	08/11/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
													Totals	54	\$23,975.00